



NeuroSystems Technologies Pvt. Ltd.

Experts in e-commerce, web development and web graphics

Why us

Capabilities



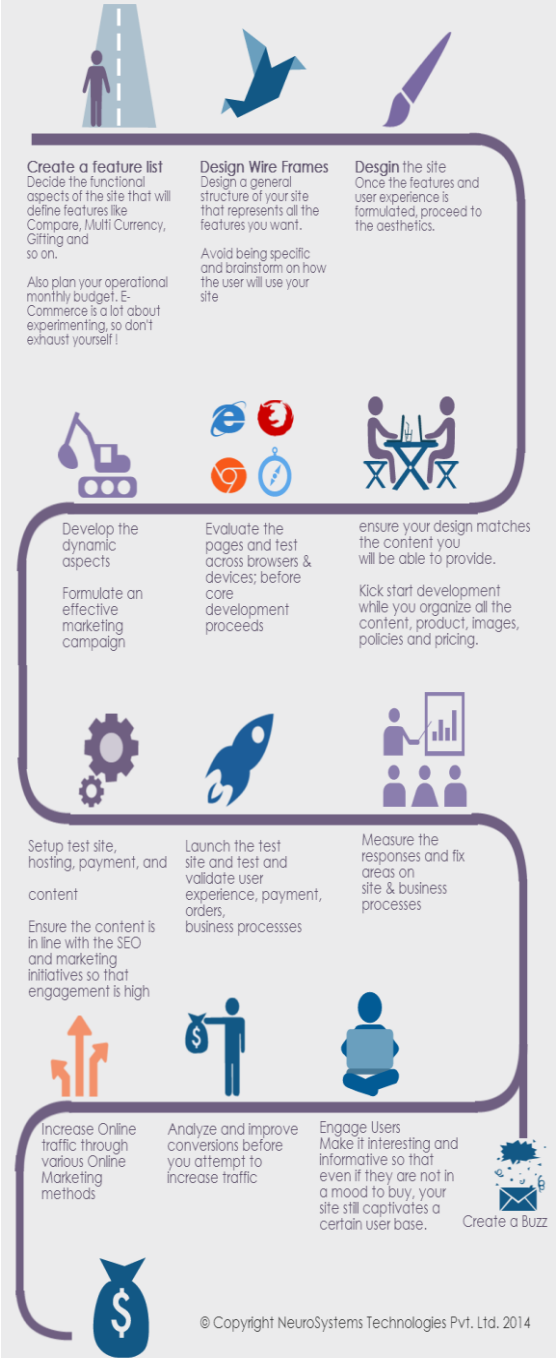
<http://arjun-dhar.neurosys.biz/E-Commerce-Java.html>

Copyright NeuroSystems Technologies Pvt. Ltd.

 Photography not included

© Copyright Neurosystems Technologies Pvt. Ltd. 2015

* Collaboration with third party.



Create a feature list
Decide the functional aspects of the site that will define features like Compare, Multi Currency, Gifting and so on.
Also plan your operational monthly budget. E-Commerce is a lot about experimenting, so don't exhaust yourself!

Design Wire Frames
Design a general structure of your site that represents all the features you want.
Avoid being specific and brainstorm on how the user will use your site.

Design the site
Once the features and user experience is formulated, proceed to the aesthetics.

Develop the dynamic aspects
Formulate an effective marketing campaign

Evaluate the pages and test across browsers & devices; before core development proceeds

ensure your design matches the content you will be able to provide.
Kick start development while you organize all the content, product, images, policies and pricing.

Setup test site, hosting, payment, and content

Launch the test site and test and validate user experience, payment, orders, business processes

Measure the responses and fix areas on site & business processes

Increase Online traffic through various Online Marketing methods

Analyze and improve conversions before you attempt to increase traffic

Engage Users
Make it interesting and informative so that even if they are not in a mood to buy, your site still captivates a certain user base.

Create a Buzz

© Copyright NeuroSystems Technologies Pvt. Ltd. 2014

Why NeuroSystems (Business)

- We don't just build your website but ensure we convert it into a money making machine. In other words money you put in is not a cost but an investment.
- We don't just build a site, we provide guidance in terms of data management, operational solutions, long term cost effective solutions.
- Upfront costs, low maintenance costs
- 100% Custom experience.
 - With online competition increasing, websites are facing a lot of pressure to differentiate.
 - With us the same platform can scale, no need to re-invest.
- Custom Backend interfaces:
 - Easy management even for a untrained college graduate.
 - We have live proof of all our sites being managed by people with even little or no computer experience.
 - Other platforms are too basic or too complex to manage cheaply.
- Talk to any of our existing clients, don't take our word for it.
- If there is a problem (and there always are), within 24 Hrs we respond

Why NeuroSystems (Business)

- In future, we will not tell you something cannot be done. The only question is always of time and cost. But anything practical is possible in our platform. A lot of vendors will tell you something cannot be done because that's a limitation of the platform.
- **We only charge remaining 50% 1 month after go live.** Many vendors charge you before you can even take the site live. This is because they are insecure of any problems or changes you may request once you go live.

Why NeuroSystems (For E-Commerce)


Here are things to consider in standard E-Commerce implementation:

- Responsive Design
- Responsive Implementation
- User Experience thought process
- Catalog
- Product Details (with colors and size alternative options)
- Sale / New
- Subscribe to News Letter
- Search Filter
- Payment Gateway Integration
- Product Lock Strategy Useful in sites with low inventory.
- E-Commerce grade Analytics integration (with Google), included
- Pre SEO optimized
- Custom Backend, customized to your needs : ETL, Custom dashboards
- Personal Attention to Detail
- Performance

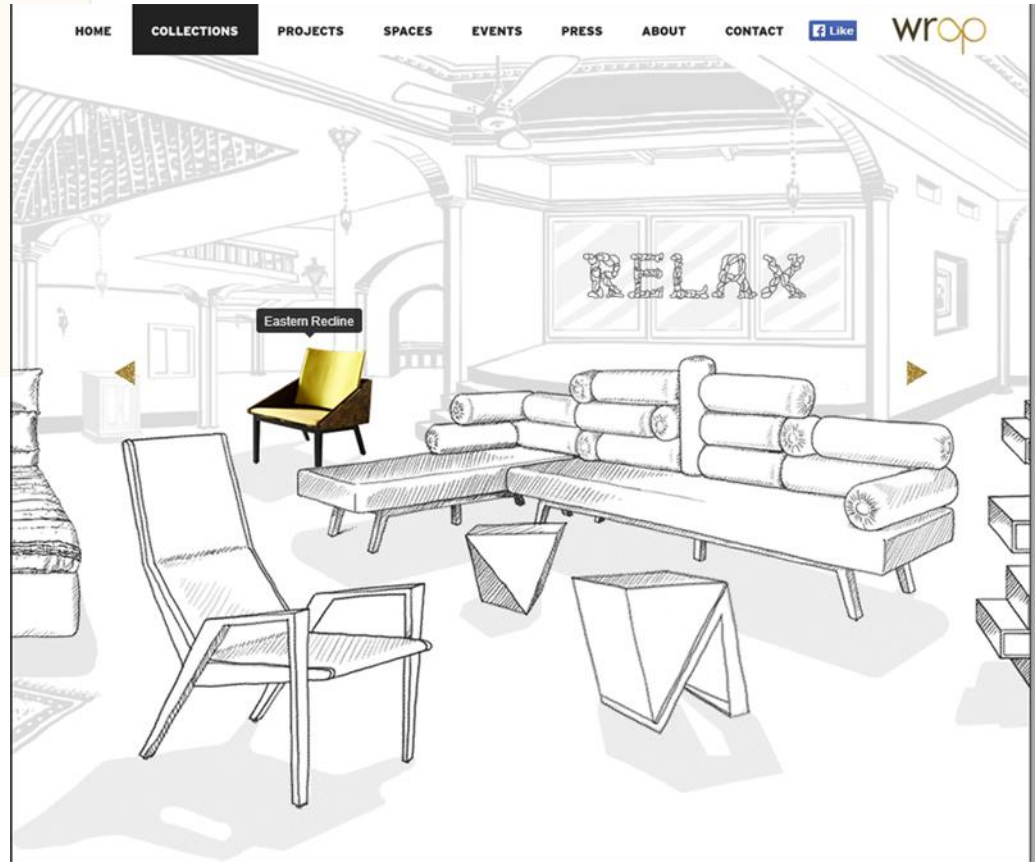
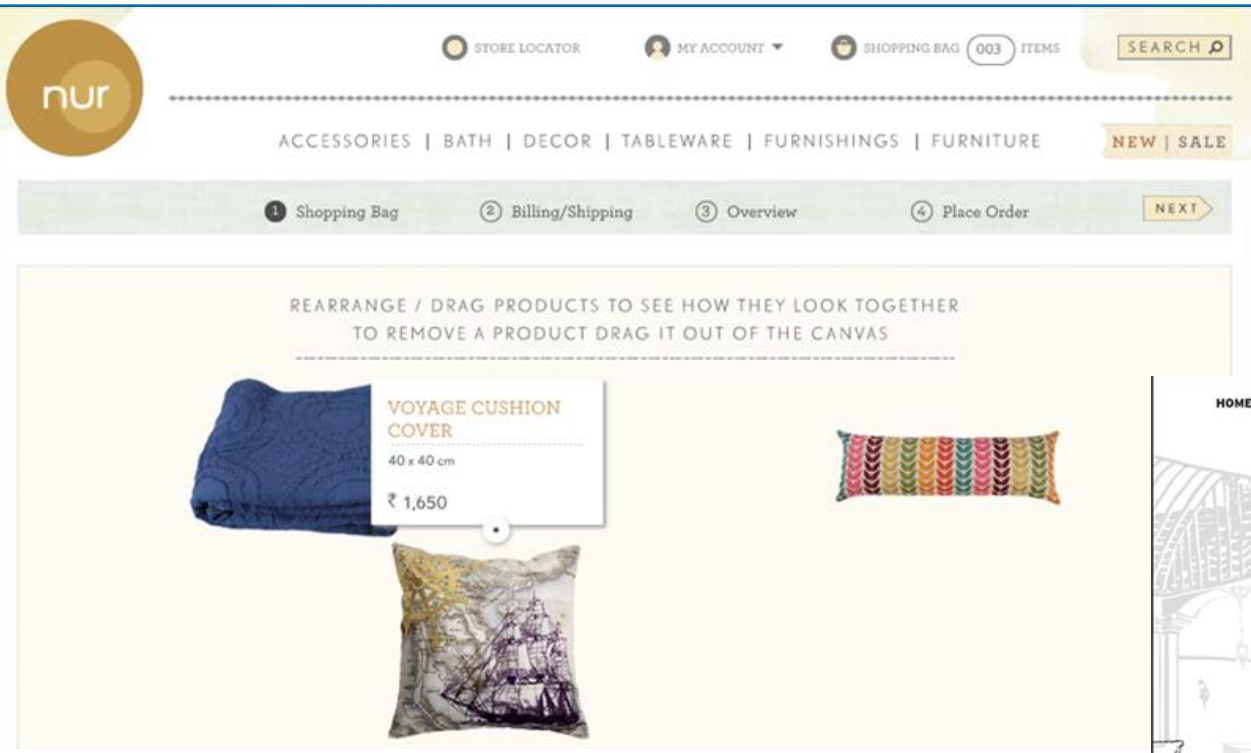
Why NeuroSystems (Technology)

- We build in Java, and not PHP. Java built software is long lasting in ability to customize as you go along without the risk of bugs and breakage
- All user major interactions are AJAX (avoid Page Refresh)
- Backend interfaces, flows, admin is tailored to your business need. This is impossible via other platforms (without major expertise and hacks)
- Rigorous Testing – Frontend, Backend
- User interfaces use modern user experience techniques, optimized for Speed
- Backend is optimized for speed so you get very fast user experience

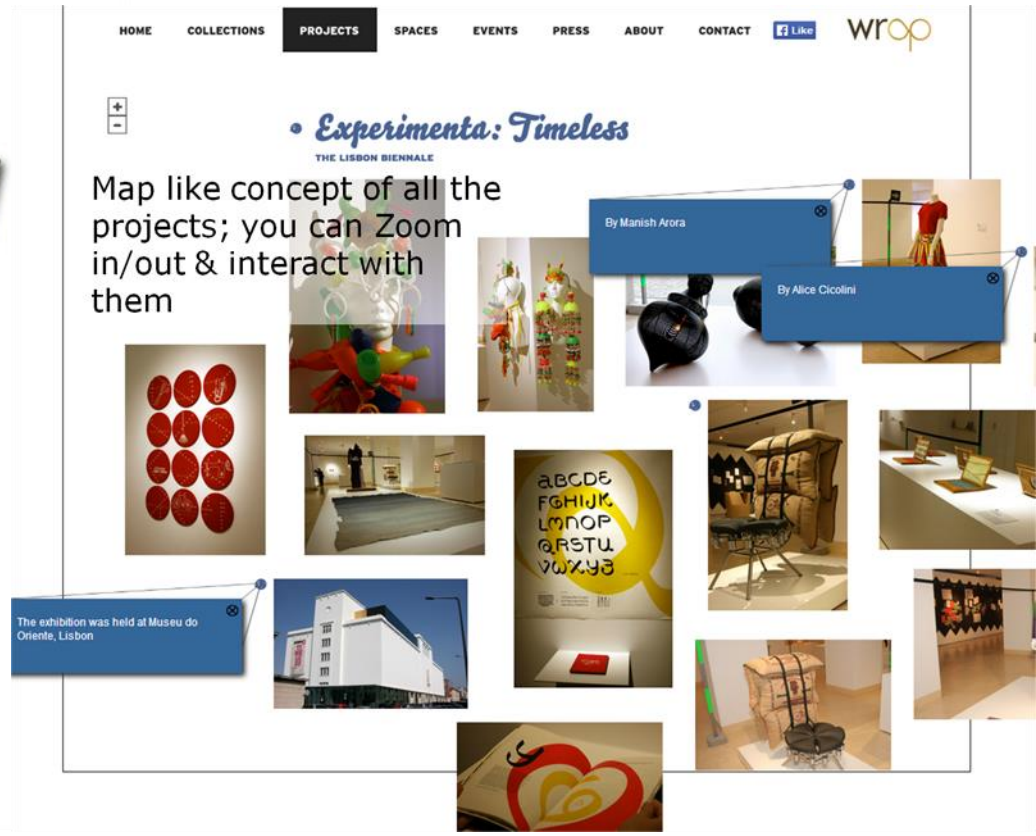
Neurosys proprietary platform outperforms on dimensions that matter most to you

Parameters for evaluation	 Better	Popular Open Source	Neurosys platform
1 <i>Wide scale adoption</i>	Developer network and wide-scale adoption	✓	
	Availability of 3rd party solutions	✓	
2 <i>Support</i>	Free Support for plugins		✓
3 <i>Ease of use</i>	Ease of use & control		✓
4 <i>Ease of development process</i>	Access, feedback to platform owners		✓
	Capability and experience of developers		✓
5 <i>Cost of development and maintenance</i>	Maintenance costs		✓
6 <i>Flexibility to add advanced features</i>	Advanced features (multi role, authorizations)	Only Enterprise	✓
	Integration of eCommerce site with other business processes & B2B platform	Only Enterprise	✓

Innovative Concepts Capabilities



Innovative Concepts Capabilities



Map like concept of all the projects; you can Zoom in/out & interact with them

Innovative Concepts Capabilities



Name : YSL Bag

Designer : xyz

Price : \$767

SKU-No : 0182-1

Get a chic and trendy look with this bag that comes from Caprese. You can team this sling bag with casuals to look stylish.

Why NeuroSystems (Work Ethics)

- **Your success is our success**

- The people who are the **face of the company** are also industry **recognized solution specialists**, so you can be assured there is **no marketing Bull Shit !**

- We talk **facts, numbers and experience**. No promises, only written contracts and commitment to what we say we will deliver,and we do deliver !

- Give **personalized attention** to all our clients, while being **professional** and **objective**

- We have worked with **enterprise to small businesses**. We know what solution works where and when

- We understand the cost of re-doing something. We ensure we **get it right the first time** and also guide our clients in doing the right thing the first time

- Transparent, Innovative, Honest and attention to detail

- Any of our claims can be verified by any of our existing clients

Typical Timeline

© Copyright NeuroSystems Technologies Pvt. Ltd.



Create a feature list
1 week



Design Wire Frames
2 week - 4 week



Design



Backend Development
4 to 8 Weeks



UI Development
2 week - 4 week



ensure your design matches
the content you
will be able to provide.

Ongoing data planning task with client till development.

Product Data, Invoice format, Calculations, Client to provide photos



Server Setup + Hosting
5 days
(includes basic testing)



Disclaimer : There are many variable factors,
most on client turn around and feedback.
This is only representative.

Full suite of products & services

Web solutions

Website design & user experience

Technology partner to **leading website designers** in India, bringing together creative and technical aspects that enable **superior user experience** on the web

Website development

Implementing web design, to create **static or dynamic websites**, with full array of optional **custom functionalities**

E-Commerce & Business Process customization

End-to-end portal and ecommerce site development, with integrations such as payment gateway and cloud services etc. Include: Powerful and flexible Search, Tracking, Orders & Invoicing, Advanced Cart features, Flexible Reporting, Promotions & Discounts, Mailing using customized templates and more.

Web security consulting

Expertise in **protecting websites and applications** on the web against hackers

Web service development

Services on websites to enable **mobile application development**

Website hosting

Manage entire website set-up including hosting through third-party infrastructure providers

Business services

Document, Data management & image processing

Allow **centralized repository of document versioning** and workflow management

Specific Business application development

Create **custom business solutions** to fulfill a specific need (eg. creating an invoicing system, partnership incentive model, custom development on salesforce.com etc)

E-Marketing

Technology partner to leading social media and web marketing experts that can help attract higher traffic; **bulk promotions mailers and newsletters**. We can also help you with your Social Media strategy, Content writing, PR and more.

Cloud development with Amazon, Salesforce, Google

Leverage existing cloud services that a business may have purchased, to deliver **custom business solutions**

About NeuroSystems

- Founded in winter **2009** by Arjun Dhar **in New Delhi, India**
 - Specialize in Web Development and E-Commerce; we also experiment and research with new concepts
 - Additional **synergy with partner companies** who specialize in Concept Design, PR and marketing
 - Aim on providing **end-to-end service to customers**, with single point of contact (*see products & services*)
 - Help includes all IT aspects related to hosting, performance, security, consulting etc. for the website
 - Focus on continuous innovation & learning, sharing experiences, best practices
 - Focus on delivering sustainable solutions that result in low long term costs and higher yield
 - Over Ten end-to-end projects successfully delivered
-
- Strong belief in Work ethics. Only promise what one can commit to and build long term relations which assert Trust
 - Believe in providing personal attention to customer needs
 - We promote a **disciplined & dedicated** work ethic that is yet **informal and innovative**
 - Never shy of sharing our honest opinions with our customers



Some of
Our clients

Reference Links

Platform Documentation:

<http://neurosys.biz/stumps/user-docs/admin-ui-home.html>

Projects & Clients updated list:

<http://neurosys.biz/tmp/neurosys/html/project.html>

Misc:

<http://neurosys.biz/tmp/fhf2/desktop/index.html>

<http://neurosys.biz/tmp/shop-via-image/index.html>